

AIS Float Glass			
Role Name	Specification Head		
Location	Vashi		
Role Summary	To improve market share with focus on interior glasses thru brand visibility and awareness of value added products, achieve specification and improvement of overall reach, brand visibility and spread with better penetration in influencers segment.		
Reporting to	Business Head		
Role purpose	To improve specification from key influencers and convert specification to sales and driving growth through the team of BDMS		
Responsibilities Head	KRA (Key Result Areas)	KPI (Key Performance Indicators)	
Specifications & Sales	<ul style="list-style-type: none"> - Expand market share with addition of new Influencers / customers (Architects, Interior Contractors & Designers, PMCs etc.) & generation of business from existing clients - Ensure aggressive growth in sales of value added glass - Achieve Monthly, Quarterly and Yearly targets for specification and product category wise sales - Achieve Quotation to sales conversion rate (for specified projects) - Achieve Product Mix 	<ul style="list-style-type: none"> - Achieve specification for AIS Value Added Products with special focus on AIS Décor, AIS Swytchglas, AIS Pyrobel, Laminated glass etc with the specification team - Prepare and submit quotations, negotiate commercial terms and Achieve monthly, quarterly and annual sales targets - PDCA of Budget Vs Actual specification & sales Target - Achieving territory wise and team targets for specification and sales - Growth in VAG sales and specification - Mentoring the team of BDMS and ensuring the achievement of territory wise and overall targets - Generate enquiries through specification and business development through team and through own customer base - Quotation, negotiation and closure of orders for own enquiries and help team in quotation, negotiation and closure of orders. - Ensuring collection of Payments for the specification team as per the - Maintain enquiry to sales conversion rate as per the guidelines by management / industry standard - Maintain the product mix in sales as per the guidelines by the management / targets 	
Customer	<ul style="list-style-type: none"> - Meet Architects, interior designers, Interior Contractors & Other influencers and visit project site and potential clients - Ensure territory wise market / influencers coverage as per plan - Mapping competitors for development of new products, prices & services - Ensure geographical mapping of identified location to cover all customers in the identified location - Seek customer feedback and facilitate timely redressal of any complaint/ issue (if any) - To train internal and external stakeholders 	<ul style="list-style-type: none"> - Ensure market coverage to enhance probable customer base 	
Process	<ul style="list-style-type: none"> - Monitoring of specification team and achievement of Targets for the team - Improve overall reach & spread of the products with better penetration in influencers segment. - Generate business of value added glass (Décor, Swytchglas, Laminated glass, FRG) - Ensure complete documentation for new customer creation as per KYC - Organize customer visits at AIS facility - Adherence to internal processes for monitoring and management of enquiries, - Ensure adherence to customer management process 	<ul style="list-style-type: none"> - Closely monitoring the performance of specification team - Reviews with MoM (Weekly, Monthly and as per requirement) - Helping specification team in customer acquisition and closing orders - Identify potential customers and influencers for AIS GS products and identify key people within these accounts who influence glass purchase and build strong relationships with them. - Identify the key people within external influencer accounts who influence glass purchase and build strong relationships with them - Timely furnish all the documents and details required by Accounts and CS - Tap into wider resources and skills within own organization to develop client/partner solution - Timely updation of enquiry base and follow up details to MIS Team and updation in LTS - Coordinate with internal departments to ensure timely delivery of product 	
Manpower Development	<ul style="list-style-type: none"> - Assesment of Job in order to manpower recruitment and optimal utilisation of manpower. - Review and Development of people - Expansion of customer & project base by continuously upgrading the knowledge of glass offered by competitor, industry and new products introduced by AIS 	<ul style="list-style-type: none"> - Attrition rate - No. of review - Review report with MoM - Increase in pipeline strength 	
MIS	<ul style="list-style-type: none"> - PDCA approach (Gap analysis) of set Targets VS Actuals , monthly MIS of sales 	<ul style="list-style-type: none"> - Gaps to be identified-Budget Vs Actual based on monthly MIS report - Appropriate counter-measures to be taken to bridge the gap 	
Market	<ul style="list-style-type: none"> - Develop and document business development strategies for each market within the region to meet business objectives. - Information about competitors activities prices, service, product updates & Market Share 	<ul style="list-style-type: none"> - Updates on competition - Benchmarking of price, product, service - Counter strategy for beating competition 	
REQUIREMENTS			
Knowledge	<ul style="list-style-type: none"> - Knowledge and experience of construction & building material industry. - M.S. office. - Development of new Business 	<ul style="list-style-type: none"> - (Experience- No.Of Years)& (Expected Background) 	10 to 15 years.
Skills	<ul style="list-style-type: none"> - Good Communications, Managerial Skills especially Planning , Negotiation skills, Leadership, Decision Making 	Qualification	B. Tech / MBA
INTERACTION			
Internal	Customers	Other External	
PLANTS, CSD, ACCOUNTS, LOGISTICS TEAM	Builders/ Influencers		